



Tips for Telling the Story (in blogs, articles and presentations)

1. Use real quotes, stories and pictures. Find quotes and stories at www.key-leader.org/stories. Invite participants to talk or write about their experience directly whenever possible.
2. Include important information: local contact information, locations and dates, where to find more information (www.key-leader.org, www.facebook.com/keyleaders).
3. Know your audience and your goal (are you looking for participants, sponsorships or volunteers) and tell the story accordingly.
 - a. *Participants*: Focus on making new friends and having fun while learning about service leadership and how to make a difference in the community.
 - b. *Sponsors/donors*: Individuals and businesses have many different reasons for donating money. Here are just a few – remember there are many other motivations out there.
 - i. Individuals give to help make their community and the world a better place. Emphasize how Key Leader will raise the caliber of future local and world leaders.
 - ii. Businesses give to increase visibility and reputation in the community and to improve their community. Emphasize how they will be recognized for their contribution, and how the program will raise the caliber of future local and world leaders.
 - c. *Volunteers*: Emphasize the opportunity to have a direct and positive impact on young people in the community.
4. Be brief and finish with a “call to action” such as: Register now, sign up to volunteer, or how many students will you commit to sponsor?